

PLATO BOARD OF DIRECTORS MEETING MINUTES

September 19, 2014

DCS Office, 21 North Park, Madison, WI

Present: Mary Boyd (President), Patricia Becker, Sybil Better, Bob Blitzke, Lauren Blough, Mary DeWolf, Mike DiIorio, Gail Gordon, Aleta Murray, Scott Kolar, Tim Otis, Frank Power, Don Reeder
DCS: Barry Orton, Louise Fowler

- I. **CALL TO ORDER** - Boyd called the meeting to order at 9:30 a.m.
- II. **MINUTES** – On a motion by Becker and a second by Reeder, the Board approved the August minutes with a minor correction.
- III. **PRESIDENT’S REPORT** – Boyd thanked all those who helped with the Preview as well as other PLATO activities. Fowler reported that most all of the 40 Preview evaluations were very positive. There were approximately 200 attendees at the Preview.
- IV. **TREASURER’S REPORT** - Otis reviewed the end of year financial statements. PLATO ended FY 2013-14 with a \$9,600 surplus primarily due to revenues from trips. This positive outcome occurred despite large expenditures for the website and the Agora. The balance sheet is also in good shape with the value of the UW Foundation Fund up sharply from 2-1/2 years ago. This year, PLATO will provide \$10,000 for scholarships. Otis thanked Gordon for her help with financial reporting.
- V. **DCS REPORT** - Orton reported that a definitive date has not been set for the office construction. He distributed brochures from The Odyssey Project and announced that Emily Auerbach will make a presentation at the next meeting.
- VI. **ACTION ITEMS**

Membership Information Policy - On a motion by Otis and a second by Becker, the Board approved the following policy:

Member Information and Privacy Policy: PLATO maintains the following information about its members: name, address, telephone number, email address, year of birth, how they learned about PLATO, their areas of interest, whether they would be willing to share their knowledge and whether they would be willing to serve on a PLATO committee. Member information is stored in a secure database. PLATO only uses this information to benefit PLATO members. PLATO member information is never sold or provided to outside organizations for commercial purposes. This information may only be used for PLATO purposes.

Member Directory Listing: PLATO provides a member directory to facilitate communications among PLATO members. The directory lists the member’s name,

address, telephone number and email address. Members may designate which items should be displayed or opt out of being listed in the directory by contacting the PLATO office. The directory will be in electronic format. Members wishing a paper copy may contact the PLATO office to request that a copy be mailed to them not more than once a year. One hundred copies of the directory will be printed initially with more printed as needed.

The directory is expected to be published in the next 1-1/2 months. A printed copy will be mailed automatically only to those members (N=60) who have not provided email addresses. Other members (including those with email addresses who have requested paper copies of documents (N=220)) will need to specifically request a hard copy. The weekly update will announce that printed directories are available upon request.

Proposed Mailing to Members for Directory Information Opt Out

On a motion by Murray and a second by DiIorio, the Board approved the following language relating to opting out of the membership directory.

Because some members would rather not have their personal information in a membership directory, PLATO offers the opportunity to withhold home addresses, phone numbers and/or email addresses. To do so, simply either:

1. Log on to the PLATO website at www.platomadison.org and follow the link.
2. Mail your request to: Louise Fowler (PLATO) 21 N Park St., 7th Floor, Madison, WI 53715-1218.
3. Email your request to Louise Fowler at: lfowler@dcs.wisc.edu.

Remember that PLATO members often use the directory to contact each other for organizational or social reasons; so be aware that any information you choose to withhold may limit these opportunities.

Members will be contacted about opting out approximately one month prior to publication of the directory. This opt out option does not affect course coordinators requesting email addresses from course participants.

VII. STRATEGIC PLANNING AND MOA DEVELOPMENT

Two work groups were appointed:

Preparation for MOA Discussions: Otis (chair), Better, Gordon, Boyd (ex officio) and Orton (DCS liaison).

Strategic Plan Review/Renewal: Power (chair), Becker, DiIorio, DeWolf, and Boyd (ex officio). This group will review the existing plan to identify areas needing updating. In addition, it should seek to identify issues that should be addressed in the next MOA. A report from this group will be expected in November.

VIII. AGORA

Becker has agreed to serve as editor. She will hold a meeting next week with members who have expressed interest in working on the next edition. The Board has allocated \$4000 for the Agora and additional funding sources will likely be pursued.

IX. COMMITTEE REPORTS

Membership Committee - DeWolf reported that the Preview went well from a membership perspective. New and renewing members used laptops to join the organization and many paid their dues using credit cards. PLATO currently has 767 paid members including 121 new members. Letters have been sent to those who have not renewed.

New business cards will be available next week. Membership cards are still being priced. Presentations have recently been made to two community groups and additional outreach activities have already been scheduled. Blough indicated that a list of PLATO members is sent to the UW Library to facilitate member use of the library and that the list can be updated on a periodic basis.

Communications Committee - Gordon reported that 10 additional members have volunteered to help with the website and a WordPress expert has been identified to help with their training and to serve as a consultant. The website planning group recommended greater use of links in the weekly PLATO newsletter to encourage visits to the PLATO website.

Gordon recommended more outreach to UW senior auditors to encourage their involvement with PLATO. She is working with Orton to create a contact point to encourage social interaction among these auditors.

Special Events - Blitzke reviewed a list of recent and upcoming fall excursions. The committee is considering how to handle guests when there are only a limited number of slots. One option is to limit early registration to PLATO members. The special events page of the PLATO website now has an icon.

Curriculum - Blough distributed and reviewed a summary of coordinators' responses to the three questions raised at the recent coordinators' luncheon. It appears that there is already much social interaction among members. Although it was not one of the three questions, some groups also discussed diversity in PLATO.

Fourteen coordinators did not attend the Preview, in some cases because their classes were already filled. The Curriculum Committee was asked to consider on-line registration for classes from a policy perspective since it is technically feasible. Blough also reported that two people at the Preview expressed interest in becoming course coordinators.

Fund Development - Otis reported that an email request for donations will be sent out next week. A request earlier this summer yielded only modest results. Under consideration is the option of expanding the list of recipients of PLATO funds. See earlier mention of The Odyssey Project (V above).

X. CALENDAR

October 12th - officers meeting. Submit items for future agendas.

October 17th - next board meeting.

December 19th from 11:30 am to 2:30 pm at Biaggi's - holiday gathering.

Meeting adjourned at 11:27 a.m.

Respectfully submitted,
Sybil Better

Approved by the PLATO Board on October 17, 2014.